

Message Text

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ACTION AGRE-00

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R 171222Z FEB 78
FM AMEMBASSY NEW DELHI
TO AMEMBASSY COLOMBO
INFO SECSTATE WASHDC 9588
AMEMBASSY SINGAPORE

UNCLAS NEW DELHI 2668

AGRICULTURE PASS GORDON SEA

SINGAPORE PASS HUNT, WWA

FROM AGRICULTURAL ATTACHE

E.O. 11652: N/A
TAGS: EAGR, OTRA, CE
SUBJECT: VISIT TO DISCUSS AGRICULTURE RESEARCH COOPERATION WITH USDA

1. DURING VISIT OF ALLEN HUNT, DIRECTOR, WESTERN WHEAT ASSOCIATES TO
COLOMBO ON JANUARY 13, THE MARKETING PROBLEMS WHICH WILL ARISE WHEN
THE
TRINCOMALEE FLOUR MILL BEGINS PRODUCTIVE WERE DISCUSSED. APPARENTLY
THERE IS A NEED FOR MARKETING RESERCH ON METHODS FOR DISTRIBUTION OF
THIS FLOUR AND THE PACKAGING UNITS TO BE USED IN ORDER TO ESTABLISH
THE
MOST EFFICIENT, COST EFFECTIVE SYSTEM FOR GETTING THE FLOUR FROM
THE MILL TO THE CONSUMER.

2. THIS STUDY WAS ALSO DISCUSSED DURING THE RECENT NEW DELHI VISIT OF
KELLY HARRISON, GENERAL SALES MANAGER USDA AND RICHARD BAUM, PRESIDEN
T
WWA. THE GSM ENCOURAGED FURTHER CONTACTS WITH GSL OFFICIALS TO
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DETERMINE THEIR INTEREST IN THE MARKETING RESEARCH STUDY. IT IS POSSI
BLE
THAT SUCH A PROJECT COULD BE FINANCED THROUGH A PL-480 TITLE I SALES
AGREEMENT, IF ALL PARTIES AGREE TO ITS NECESSITY.

3. DR. RICHARD PARRY, ASSISTANT DIRECTOR, FAR EASTERN REGIONAL
RESEARCH

OFFICE, USDA, NEW DELHI IS PLANNING TO ARRIVE IN COLOMBO TO DISCUSS
THIS
SITUATION ON MARCH 19 VIA TG-307 AT 1205. REQUEST EMBASSY ASSISTANCE
IN ARRANGING APPOINTMENTS WITH CONCERNED MISSION OFFICERS: FOOD
COMMISSIONER P.M. HASSAN AND ASSISTANT FOOD COM. N. PALENDEREN; OTHER
GSL OFFICIALS AS APPROPRIATE; VICE-CHANCELLOR, UNIVERSITY OF SRI
LANKA,
COLOMBO; PROFESSOR T. JOGARATNAM DEPT. AGRICUL.ECONOMICS, UNIVERSITY
OF SRI LANKA, PERADENIYA. ALSO PLEASE RESERVE ONE DOUBLE ROOM (WIFE
WILL ACCOMPANY) AT A HOTEL FOR MARCH 19 THROUGH 22. DEPARTS
MARCH 23 VIA IC-574 AT 1645.
GOHEEN

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Message Attributes

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